

Message Text

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PAGE 01 SINGAP 01628 110354Z
ACTION EA-12

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P 110210Z APR 78
FM AMEMBASSY SINGAPORE
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AMEMBASSY BANGKOK
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AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
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UNCLAS SINGAPORE 1628

USDOC FOR BIC/OIM/WCAG SINGAPORE

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SUBJECT: SECOND QUARTER FY 78 CCP REPORT - SINGAPORE

REFS: A) SINGAPORE 0928; B) SINGAPORE A-54;
C) SINGAPORE 1508; D) USDOC 05602

SUMMARY: SUBJECT REVIEW BY CCAG CHAIRED BY DCM
ON APRIL 10. TWO SUCCESSFUL IMC SHOWS PLUS TWO
TRADE MISSIONS HANDLED DURING SECOND QUARTER FY 78.
DISCUSSION FOCUSED ON APPROPRIATENESS AND DESIRABILITY
OF COMMUNICATIONS EQUIPMENT EXHIBITION SCHEDULED
FOR JULY 11-14, 1978, AT SINGAPORE IMC. A DECISION TO
RECOMMEND CANCELLATION WAS REACHED. THE PROBLEM
OF THEME IDENTIFICATION COUPLED WITH THE EMERGENCE
OF SINGAPORE AS A CONVENTION CENTER WAS ALSO TACKLED.
END OF SUMMARY.

1. AVIEX 78, AN IMC SINGAPORE EXHIBIT OF
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AVIONICS AND GROUND SUPPORT EQUIPMENT, WAS SUCCESS-
FULLY COMPLETED ON FEBRUARY 21-24. A WRAPUP WAS
SENT VIA REFTEL A AND A FINAL SHOW REPORT SUBMITTED
IN REFAIR B. BISEQUIP, AN IMC SINGAPORE EXHIBIT
OF AUTOMATED BUSINESS AND BANKING EQUIPMENT, WAS
SUCCESSFULLY COMPLETED ON MARCH 28-31. A WRAPUP
WAS SENT VIA REFTEL C AND A FINAL SHOW REPORT

IS UNDER PREPARATION.

2. THE MICHIGAN STATE IOGA TRADE MISSION VISITED SINGAPORE MARCH 1-4 AND HELD A SERIES OF HIGHLY PRODUCTIVE MEETINGS WITH LOCAL BUSINESSMEN AT THE IMC ON MARCH 2 AND 3. FULL DETAILS OF THE AGENDA AND APPOINTMENTS OF THE MISSION WERE FORWARDED TO USDOC/BIC/TRADE MISSIONS VIA TRANSMITTAL SLIP DATED MARCH 6. A FULL REPORT WAS SUBMITTED BY ED DUBEL ON MARCH 7 WHICH INDICATED THAT THE 88 APPOINTMENTS IN SINGAPORE YIELDED IMMEDIATE SALES OF \$43,000 AND PROJECTED 12 MONTH SALES OF \$331,000. LETTERS OF THANKS FROM DUBEL AND FROM MISSION DIRECTOR NORTON BERMAN ATTEST TO THE SATISFACTION OF THE MISSION MEMBERS. BERMAN WROTE TO AMBASSADOR HOLDRIDGE ON MARCH 29 TO SAY THAT: QUOTE. THE RESULTS IN TERMS OF ACTUAL AND PROJECTED SALES AND IDENTIFICATION OF POTENTIAL DISTRIBUTORS FAR EXCEEDED OUR EXPECTATIONS. IN LARGE PART, THIS WAS DUE TO THE ADVANCE PREPARATIONS MADE BY BRUCE MALKIN AND MEMBERS OF THE TRADE CENTER STAFF. WE PARTICULARLY APPRECIATED THE HOSPITALITY WHICH YOU EXTENDED TO US AT YOUR RESIDENCE. END OF QUOTE. IN ADDITION, A LARGE TRADE MISSION FROM THE UNCLASSIFIED

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STATE OF WASHINGTON COMPOSED OF OVER TWENTY BUSINESSMEN AND TWENTY STATE LEGISLATORS AND SOME OF THEIR SPOUSES VISITED SINGAPORE FROM JANUARY 25-29 IN ORDER TO INAUGURATE THEIR REGIONAL OFFICE. BOTH THE AMBASSADOR AND THE COMATT WERE INVOLVED IN THIS ACTIVITY, ESPECIALLY ON JANUARY 26 WHEN THE COMATT PARTICIPATED IN A MISSION BRIEFING AND THE AMBASSADOR MADE AN OPENING CEREMONY SPEECH. A FAIR AMOUNT OF COMMERCIAL FOLLOWUP WAS NECESSARY TO ASSIST THE WASHINGTON STATE BUSINESSMEN TO ACHIEVE THEIR OBJECTIVES HERE.

3. PER REFTEL D, THE PROGRESS OF WASHINGTON RECRUITMENT OF THE COMMUNICATIONS EQUIPMENT EXHIBITION SCHEDULED FOR JULY 11-14 AT THE SINGAPORE IMC WAS DISCUSSED AND SPECIFIC RECOMMENDATIONS WERE MADE. BRIEFLY, THE CCAG AGREED THAT AN EXHIBITION THAT CONSISTED MAINLY OF TELEPHONE EQUIPMENT MANUFACTURERS WAS NOT VIABLE THIS SUMMER FOLLOWING SO CLOSELY THE LARGE EIA TELECOMMUNICATIONS SHOW HERE IN JANUARY PLUS THE CONTINUOUS PROMOTION BEING EXERTED BY U.S. TELEPHONE EQUIPMENT MANUFACTURERS ON THE

RELATIVELY FEW GOVERNMENTAL PURCHASING AGENCIES IN THIS REGION. IN ADDITION, MARKET RESEARCH FOR THIS EVENT IS OUTDATED BY FIRM, THOUGH UNOFFICIAL, INDICATIONS THAT THE TELECOMMUNICATIONS AUTHORITY OF SINGAPORE HAS DECIDED TO GO COMPLETELY WITH JAPANESE (I.E., HITACHI) EQUIPMENT. UNLESS A SIGNIFICANT NUMBER OF MANUFACTURERS OF MARINE COMMUNICATIONS AND DATA TRANSMISSION EQUIPMENT COULD BE RECRUITED, IT IS RECOMMENDED THAT THE COMMUNICATIONS EQUIPMENT EXHIBITION BE CANCELLED AND AN ALTERNATE LARGE SCALE BSP BE SUBSTITUTED. A PRELIMINARY MESSAGE WAS SENT BY IMC TELEX ON APRIL 7 AND A MORE COMPLETE DEJUSTIFICATION CABLE FOLLOWS.

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4. THERE HAS BEEN AN UPSURGE IN PRIVATELY ORGANIZED MAJOR TRADE EXHIBITIONS IN SINGAPORE IN 1978. SINGAPORE IS FAST BECOMING A MAJOR CONVENTION AND TRADE EXHIBITION CENTER FOR SOUTHEAST ASIA. THE ENORMOUS, MODERN, GOVERNMENT-SUPPORTED SINGAPORE WORLD TRADE CENTER WILL PROBABLY OPEN THIS OCTOBER AND A NUMBER OF LARGE EVENTS ARE ALREADY BEING BOOKED THERE AS WELL AS AT THE EVER POPULAR HYATT, SHANGRI-LA, MANDARIN AND OTHER FIRST-CLASS HOTELS. THIS PHENOMENON COMPLICATES THE LIFE OF THE CCAG IN IDENTIFYING INDUSTRIAL THEMES FOR VIABLE FUTURE IMC EXHIBITIONS DUE TO THE INCREASING NUMBER OF CONFLICTS WITH PRIVATE TRADE SHOWS. A NEED FOR INCREASED SCHEDULING (OR RESCHEDULING) FLEXIBILITY OF MAJOR EXHIBITIONS IS BECOMING MORE URGENT. REPETITION OF PRODUCT THEMES IS ALREADY A PRACTICE AND MOVING THE EXHIBITIONS TO OTHER ASEAN CAPITALS DOES NOT ALWAYS ELIMINATE THE CONFLICT WITH PRIVATE SHOW ORGANIZERS AS THEY DO EXTENSIVE AND EXPENSIVE PROMOTIONS TO ATTRACT REGIONAL VISITORS TO SINGAPORE IN MANY, IF NOT ALL, CASES. WHILE THERE IS A CONSENSUS AMONG THE CCAG THAT THE IMC NOW PLAYS, AND WILL CONTINUE TO PLAY A VITAL ROLE IN U.S. TRADE PROMOTION ACTIVITIES IN SOUTHEAST ASIA, THE ALTERNATIVES OF SUPPORTING A U.S. GROUP PRESENCE IN PRIVATELY-ORGANIZED INTERNATIONAL TRADE EVENTS. OF RENTING SPACE AT THE SINGAPORE WORLD TRADE CENTER OR OTHER FACILITY FOR STRICTLY U.S. PRODUCT EXHIBITIONS, AND THE CONCEPT OF THE PILOT PROJECT TESTED IN WEST GERMANY OF A FLOATING EXHIBITION TEAM AVAILABLE FOR REGIONAL TRADE EVENT ORGANIZATION WERE ALL DISCUSSED. WHILE NO FIRM CONCLUSIONS RESULTED FROM THIS SERIOUS REVIEW OF OUR TRADE PROMOTION RESOURCE ALTERNATIVES, THE CCAG WOULD APPRECIATE THE VIEWPOINT OF THE WCAG AND OF OTHER

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POSTS ON THIS FUNDAMENTAL ISSUE.
HOLDRIDGE

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